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HEACOCK'S KENTIAS

Price-List: Season of 1912-13

JOSEPH HEACOCK COMPANY
WYNCOTE, PENNSYLVANIA



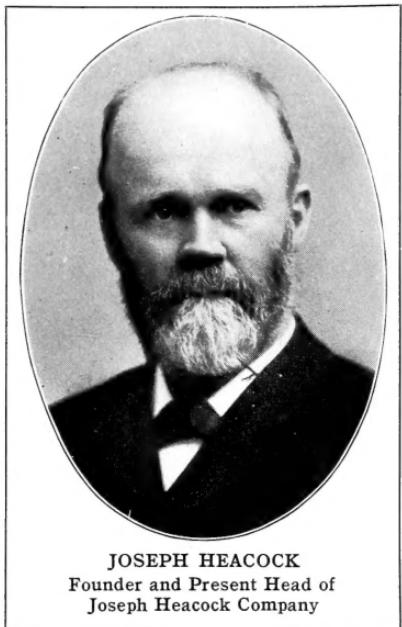
Heacock's Kentias

Joseph Heacock Co., Wyncote, Pa.



A made-up specimen of Kentia Forsteriana

About Our Palms and Our Place



JOSEPH HEACOCK
Founder and Present Head of
Joseph Heacock Company

Nineteen years ago we began growing Palms—in a small way, of course, for every permanent, successful business starts in a small way, and develops into a larger and better organization as the merits of the products become known to the trade and the public.

The little greenhouse where our first Palms were grown was long ago torn down to make room for a larger house. This, in turn, gave way to the splendid equipment of glass, illustrated on pages 4 and 5; practically all of this great

spread of glass is devoted to growing our Palms.

There must have been a reason for this growth during the nineteen years. If we have built up such a business, it is because we have tried to supply "Palms That Please" you as a retailer, and which you can safely recommend to your customers. We know there is a demand for good Palms; and we have tried to furnish plants which are a little better than the trade expects.

Our establishment is equipped to grow Palms right from the seed, for caring for them until they develop into sturdy plants which will be appreciated by your trade, and which can be sold at a price that will give you a good profit. One customer said that our Palms "wear well." You should come to Wyncote to see how we put "wearing qualities" into the plants.

We give the plants plenty of room and plenty of time to grow. If you compare our Palms with imported specimens, you will at once note how much superior our home-grown plants



A partial view of the interior of one of Heacock's Palm Houses

are to the foreigners. Imported plants are forced, hurried to maturity in high temperature, without proper air, and, as a result, they grow spindly or "leggy," and are lacking in root-growth.

Then the long journey across the ocean works a great injury. The plants are packed in tight boxes, piled in the hold of a ship, without light, ventilation, or moisture and, when they arrive here, their vitality is so impaired that it is a long time before they are really fit for high-class trade or decorations.

Florists in every part of the country are learning that a stock of good Palms for rental brings additional business and profits from the sale of other goods. For this purpose plants must be hardy and rugged, or they will soon go to pieces. Our Palms will stand this hard usage, and stand it for a long time because they are well grown. Many of the largest Palm buyers in the country have been our customers for years, and their orders have steadily increased in size.

This year we have increased the space devoted to Kentias,

and are growing more of this Palm than ever. Our stock of large Palms for decorations is considerably larger than it has ever been, with sizes ranging from 3 feet to over 6 feet in height. During the summer many visitors have called at our greenhouses, and competent judges have said that they never saw finer specimens of Kentias than they found at Wyncote.

Several years ago we began to send out Palms of 7-inch size and larger in cedar tubs. The plants seem to grow better in them than in pots. The tubs are unbreakable, are easily handled, and the plant can be carried by the top without danger of the tub dropping off. While the tubs cost us considerably more than pots, we do not charge more for the plants—we want to help the retailer sell his Palms; and this is just one of the methods we use to make our stock more attractive.

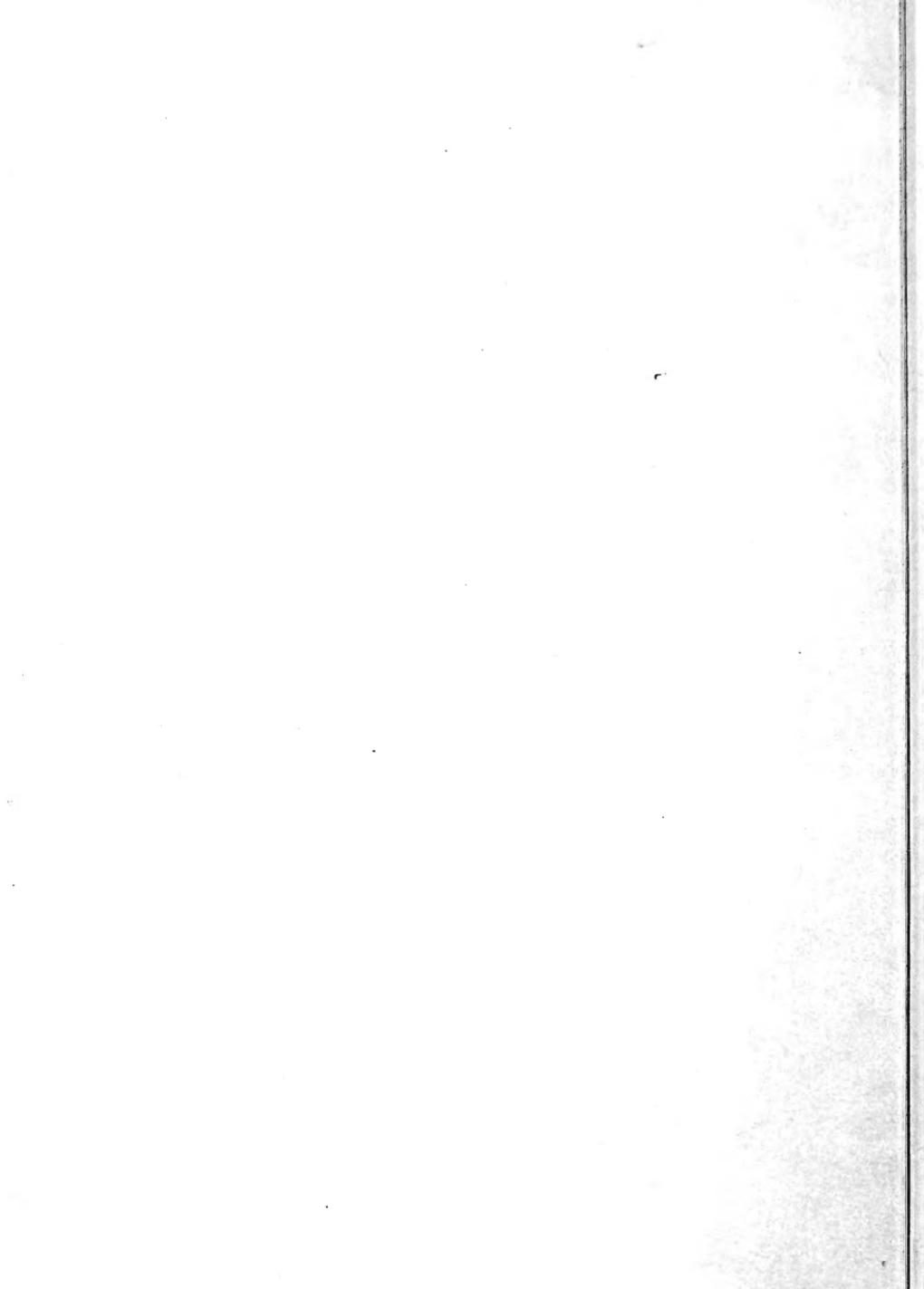
Our shipping facilities are of the very best—both as to accommodations in our plant and as to railroad service. Orders are filled promptly on receipt, and each plant is carefully packed so that the top will not become bruised or broken.

At Wyncote we have the Philadelphia and Reading Railway, with direct connections to all main points. From Philadelphia we can ship by water; direct steamers to New York, Boston, the South and Southwest, provide efficient service.

During the warmer months, we ship by freight; after frost, however, we ship by express only, and then at the purchaser's risk. Early shipments naturally secure the best of our large stock; thus it is especially important that orders be placed early. We make it a custom, when a given size runs low, to report it "sold out" rather than send out a smaller specimen.

With more glass and better facilities at the home plant since opening our new place at Roelofs, Pa., we are now in better position than ever before to take good care of all customers, old and new.

Our stock is larger than ever before, and better; we are doing a larger business than at any time in the past; this we expect to retain and increase by steadily holding and improving the quality of our Palms. On this basis of "quality first, last, and always," therefore, we ask your patronage.

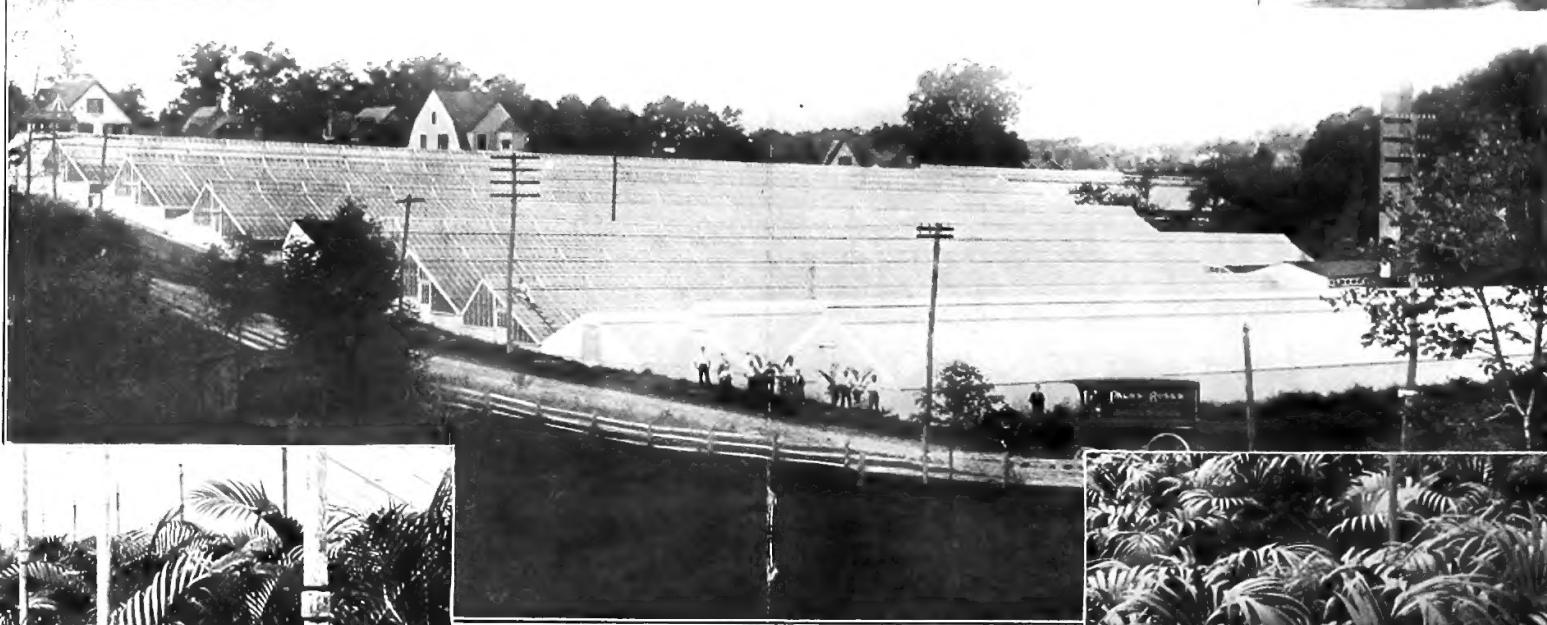




Dorothy Perkins
Roses growing
beside the office



The quaint
office building
at Wyncote



Where our large
Palms are grown



Greenhouses of Joseph Heacock
Company, Wyncote, Pa. More than
85,000 feet of glass in these houses.



Small
Kentias—note
how thrifty

WHOLESALE PRICE-LIST

COCOS WEDDELLIANA

	In. high	Per 100
2½-in. pot.....	8 to 10.....	\$10 00
2½-in. "	10 to 12.....	15 00

KENTIA BELMOREANA

Leaves	In. high	Each	Per doz.
2-½-in. pot.....4	8 to 10.....	\$1 50	
3-in. ".....5	12.....	2 00	
4-in. ".....5 to 6.....	15.....	\$0 35	4 00
5-in. ".....6 to 7.....	18.....	50	6 00
6-in. ".....6 to 7.....	24.....	1 00	12 00
6-in. ".....6 to 7.....	26.....	1 25	15 00
6-in. ".....6 to 7.....	28 to 30.....	1 50	18 00
7-in. cedar tub.....6 to 7.....	34 to 36.....	2 50	30 00
7-in. ".....6 to 7.....	36 to 38.....	3 00	36 00
9-in. ".....6 to 7.....	40 to 45.....	4 00	48 00
9-in. ".....6 to 7.....	45 to 48.....very heavy....	5 00	
9-in. ".....6 to 7.....	48 to 54.....	6 00	
9-in. ".....6 to 7.....	5 ft. " "	8 00	
9-in. ".....6 to 7.....	6 ft. " "	10 00	



Kentia Belmoreana as grown at Heacock's Palm Houses

KENTIA FORSTERIANA

	Leaves	In. high	Each	Per doz.
6-in. pot.....	5 to 6.....	28 to 30.....	\$1 00	\$12 00
6-in. ".....	6.....	34 to 36.....	1 50	18 00

MADE-UP KENTIA FORSTERIANA

		In. high	Each
7-in. cedar tub....	4 plants in tub.....	36.....	\$2 50
7-in. " ".....	4 " ".....	36 to 40.....	3 00
9-in. " ".....	4 " ".....	40 to 42.....	4 00
9-in. " ".....	4 " ".....	42 to 48.....	5 00
9-in. " ".....	4 " ".....	4 to 4½ ft. high, heavy.....	6 00
9-in. " ".....	4 " ".....	5 ft. " ".....	7 50
12-in. " ".....	4 " ".....	6 ft. " ".....	15 00

CIBOTIUM SCHIEDEI

		Each
7-in. pot	2 to 2½ ft. spread.....	\$2 00
9-in. tub	4 ft. spread.....	4 00
9-in. "	5 ft. spread.....	5 00

PHOENIX ROEBELENII

		Each
5-in. pot, nicely characterized		\$1 00
6-in. " 18 to 20 in. spread.....		1 50
7-in. tub, 18 in. high, 24 in. spread.....		2 00
7-in. " 20 to 24 in. high, 2 ft. spread.....		2 50



Heacock's Palms bring profitable decorative contracts to wide-awake florists

Take a Little Journey to Wyncote, When You Visit Philadelphia

WE take pleasure in renewing our invitation to all our friends to call upon us whenever they find it convenient. We are always pleased to show our friends through our plant, and, if they are able to get useful suggestions from our methods of doing things, we are only glad to have rendered them that service.

Wyncote (Jenkintown Station) is one of the delightful residence suburbs of Philadelphia, and is on the main line of the Philadelphia and Reading Railway 10 miles from the Reading Terminal, Twelfth and Market Streets. We have fifty trains each way on weekdays, most of which make the run in about twenty-five minutes. Our plant is about five minutes' walk from the station, and is open from Monday till Saturday. Come whenever convenient.

Most of our 85,000 feet of glass at Wyncote is now devoted to Palms. We have extensive orchid houses, however, in care of an expert, and are making quite a feature of this part of our business. We cut Cattleyas nearly the whole year, and ship them to Philadelphia, New York, Boston, and Chicago. We shall be glad to furnish particulars and quotations on request.

At Wyncote we also devote a little space to Carnations, and all of the plant at Roelofs is given over to Roses.

Call and See Us Before Placing Your Order

HEACOCK'S KENTIAS



Kentia Belmoreana as grown at Wyncote

HEACOCK'S KENTIAS

Joseph Heacock Company

WYNCOTE, PENNSYLVANIA

One of the Palm Houses at Wyncote—Hundreds of "Palms that Please"

